



Proposed Economic Strategic Action Plan

City Council Presentation
February 7, 2006

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Economic Strategic Plan

July 5, 2005

- City Council Approved Plan
- Requested that the Economic Development Commission address:
 - Executive Housing Implications
 - Impact of MUSD on business development
 - Performance Measures
 - Implementation Schedule and Costs



Economic Strategic Plan Overview

Goals

- Improve Milpitas Image
- Improve Retail Spending
- Balance Housing Supply & Demand
- Business Retention & Recruitment
- Improve Resident Employment
- Diversify Economic Base
- Performance Measurements
- Redevelopment Administration



Proposed Economic Strategic Action Plan

Goal: Improve Milpitas Image

<u>Proposed Action</u>	<u>Estimated Cost</u>
■ Construct Local Street Identifier Sign	■ \$20,000 (FY 05/06)
■ Fund 2 nd Local Street Identifier Sign	■ \$30,000 (FY 06/07)
■ Fund all Local Street Identifier Signs	■ \$90,000 (FY08/09-FY10/11)
■ Fund Freeway Identifier Sign	■ \$1,000,000 (FY08/09-FY10/11)
■ Public Relations Program	■ \$150,000 (FY 06/07-FY07/08)
■ Combined Marketing	■ \$6,000 (FY 05/06)



Proposed Economic Strategic Action Plan

Goal: Improve Milpitas Image

Proposed Action

Estimated Cost

- | | |
|---|---------------------------------------|
| ■ Support Downtown Milpitas Association | ■ No Cost identified |
| ■ Create market based vision for Transit Study Area | ■ Included in TSA Consultant Contract |
| ■ Improve access/signage between 680 and 880 | ■ No cost identified |
| ■ Support Great Mall re-tenanting | ■ No cost anticipated |



Proposed Economic Strategic Action Plan

Goal: Improve Retail Spending

<u>Proposed Action</u>	<u>Estimated Cost</u>
■ Midtown Precise Plan	■ \$60,000 (05/06)
■ Shop Local Program	■ \$25,000 (06/07-07/08)
■ Resident Retail Survey	■ \$40,000 (06/07-07/08)
■ Neighborhood Commercial Planning	■ \$30,000 (06/07-07/08)
■ Zoning Analysis for Housing	■ \$20,000 (06/07-07/08)
■ Retail Marketing Brochure	■ \$25,000 (06/07-07/08)
■ Brochure updates	■ \$10,000 (08/09-10/11)



Proposed Economic Strategic Action Plan

Goal: Improve Retail Spending

Proposed Action

- Support Downtown Milpitas Association
- Create market based vision for Transit Study Area
- Improve access/signage between 680 and 880
- Support Great Mall re-tenanting

Estimated Cost

- No Cost identified
- Included in TSA Consultant Contract
- No cost identified
- No cost anticipated



Proposed Economic Strategic Action Plan

Goal: Balance Housing Supply & Demand

Proposed Action

- Enhance housing choices
- Support affordable housing

Estimated Cost

- Included in the Zoning Analysis
- Included in Redevelopment Housing Set Aside Funds



Proposed Economic Strategic Action Plan

Goal: Business Retention & Recruitment

Proposed Action

Estimated Cost

- | | |
|---------------------------------------|----------------------------|
| ■ Business Assistance Clearinghouse | ■ \$3,000 (FY05/06) |
| ■ Special Business District formation | ■ \$75,000 (FY06/07-07/08) |
| ■ Business location incentive program | ■ Costs to be determined |
| ■ Evaluate Incubator opportunities | ■ No cost |
| ■ Energy saving programs | ■ Costs not identified |
| ■ Business Retention Program | ■ \$80,000 (FY06/07) |
| ■ Streamline Permit Process | ■ Costs not identified |



Proposed Economic Strategic Action Plan

Goal: Improve Resident Employment

Proposed Action

- Local Career Center
- Training/Referral Program
- Local Training Center
- Entrepreneurial participation
- Support MUSD education efforts
- Job Shadowing for Elementary and Junior High students

Estimated Cost

- These activities will not likely generate additional program costs.
- Doing Business in Milpitas Workshop-\$1,500 (FY05/06)
- Do It Yourself Fair and Chamber Mixers-\$1,500 (FY05/06)



Proposed Economic Strategic Action Plan

Goal: Diversify Economic Base

Proposed Action

- Commercial marketing and promotions
- Targeted Marketing for Professionals
- Nanotechnology Incubator
- Develop Wireless Milpitas program

Estimated Cost

- Costs included in other marketing
- \$10,000 (FY06/07-07/08)
- \$200,000 per year
- No costs anticipated



Proposed Economic Strategic Action Plan

Goal: Develop Performance Measures

Annually Review Action Plan Performance

- Develop specific measurements
- Evaluate semi-annually
- Review with City Council

Update Economic Strategic Plan



Proposed Economic Strategic Action Plan

Goal: Redevelopment Administration

Proposed Action

- Analyze State legislative actions on redevelopment
- Participate in local/regional organizations
- Prepare Five Year Implementation Plan

Estimated Cost

- California Redevelopment Association \$16,700 (FY05/06 operating)
- Joint Venture Silicon Valley \$10,000 (FY05/06)



Proposed Economic Strategic Action Plan

EDC Recommendations

Improve Image/Retail

- Complete all Local Street Identifier Signs
- Public Relations

Estimated Cost

- \$140,000
- \$150,000

Improve Retail/Balance Housing

- Shop Local
- Neighborhood Commercial
- Retail Marketing
- Housing/Zoning Analysis

- \$25,000
- \$30,000
- \$25,000
- \$20,000



Proposed Economic Strategic Action Plan

EDC Recommendations

Business Development

- Nanotechnology Incubator
- Workshops/Fairs and Mixers

Estimated Cost

- \$200,000
- \$7,000

No Cost Items

- EDC supports the recommendations of the Proposed Strategic Action Plan



Proposed Economic Strategic Action Plan

Estimated Implementation Costs (Current Year Dollars)

■ FY05-06	\$ 188,500
■ FY06/07	\$ 113,500
■ FY07/08	\$ 426,000*
■ FY08/09-10/11	<u>\$1,750,000*</u>

TOTAL COSTS	\$2,478,000
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*includes \$200,000/year for an incubator project)



Proposed Economic Strategic Action Plan

Economic Development Manager's Recommendations

FY 2005 – 2006 Total Cost: \$188,500

- Midtown Precise Plan
(\$60,000: operating)
- Industrial Land Use Study
(\$80,000: operating)
- Zoning/Housing Study
(\$10,000: operating)
- Shop Local
(\$8,000: operating)
- Doing Business in Milpitas Workshop
(\$1,500: operating)
- Combined Marketing
(\$6,000: operating)
- Small Business Packet
(\$3,000: operating)
- Piedmont/Landless Entry Sign
(\$20,000 CIP)
- Create ED Web page
- Outreach to local shopping center owners
- Wireless Milpitas
- Assist with Roadmap for Service Improvements
- Research Business Assistance Programs
- Initiate Corporate Outreach
- Local Career and Training Programs
- Development Tour
- Performance Measurements
- Redevelopment Administration



Proposed Economic Strategic Action Plan

Economic Development Manager's Recommendations

FY 2006 – 2007 Total Cost: \$113,500

- Zoning/Housing Study
(\$10,000: operating)
- Public Relations
(\$75,000: operating)
- Shop Local / Fairs
(\$9,500: operating)
- Neighborhood Commercial
(\$19,000: operating)
- Create RDA Web page
- Work with Chamber on Community Profile
- Work with the Downtown Milpitas Association
- Outreach to Railroads
- Complete RDA Amendment
- Wireless Milpitas
- Outreach to local shopping center owners
- Assist with Roadmap for Service Improvements
- Make Recommendations for Business Assistance Program**
- Continue Corporate Outreach
- Local Career and Training Programs
- Hold Development Tour
- Performance Measurements
- Redevelopment Administration

** no cost estimate



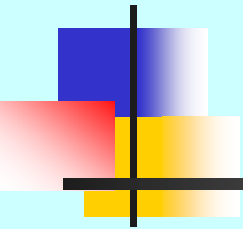
Proposed Economic Strategic Action Plan

Economic Development Manager's Recommendations

FY 2007 – 2008 Total Cost: \$226,000

- New Local Street Sign
(\$30,000: CIP)
- Public Relations
(\$75,000: operating)
- Shop Local
(\$10,000: operating)
- Neighborhood Commercial
(\$11,000: operating)
- Retail Brochure
(\$25,000: operating)
- Midtown Business Improvement District
(\$75,000: CIP)
- Update ED & RDA Web pages
- Work with the Downtown Milpitas Association
- Initiate new Economic Strategic Plan
- Outreach to local shopping center owners
- Make Recommendations for Business Assistance Program
- Continue Corporate Outreach
- Local Career and Training Programs
- Performance Measurements
- Redevelopment Administration

Proposed Economic Strategic Action Plan



Not the End, Just the Beginning

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